Job Specification

Title: Digital Marketing Manager

Reporting to: Marketing Manager

Hours: As per contract

Additional hours may be required in line with the needs of the service.

JOB DESCRIPTION

Breakdown of key day-to-day duties

Role summary:

The person will be responsible for overseeing the development and implementation of a digital strategy for Griffith College. Reporting to the College’s head of marketing, the role is based within the marketing team and will be target driven. The Digital Marketing executive will act as a digital and social media champion, ensuring Griffith College has a best practice online and search engine optimisation (SEO) presence which deliver high rankings for the site and all targeted keywords, while providing an engaging and informative content experience for potential students, internal and external stakeholders.

Role Responsibilities

• Develop and implement a digital marketing strategy for Griffith College’s suite of websites, working to Key Performance Indicators as agreed with the head of marketing;

• Oversee the delivery of high quality content on the College’s website and social media platforms, which is engaging, up-to-date and relevant for Griffith’s target audiences.

• Devise and implement an SEO strategy for all departments/courses within the College, driving search rankings in Ireland and abroad.

• Champion the College’s presence on relevant social media platforms.

• Provide in depth statistical analysis and web reports to the marketing team and wider organisation.

• Benchmark Griffith’s online and social media marketing against best practice offerings within and outside the education sector

• Share SEO knowledge internally via training and at inductions

• Keep abreast of developments within search, new search engine algorithms and guidelines and competitor campaigns to uncover opportunities and threats to College rankings.

• Act as a key point of contact between the Marketing and IT departments, and champion within the College for online and social media marketing.

• Attend open evenings, career fairs and other marketing related events as a key member of the college’s marketing team.

• Any other duties as required by line manager.

The candidate will undertake the following activities as part of their daily duties:

- Developing a content calendar for social media

- Posting to our social media sites daily – Facebook, Twitter, LinkedIn

- Exploring potential for new social media channels such as Snapchat, Instagram and Pinterest

- Driving the web content strategies for Cork and Limerick

- Improving interaction with alumni through a co-ordinated LinkedIn strategy

- Working with our website blogger on a suite of engaging articles that meet the College’s content marketing strategy

- Providing weekly reports to the head of marketing on traffic to the website and performance of individual faculty and other key landing pages

- Working with each faculty to identify areas where online content is weak or needs improving

- Identifying competitor best practice on social and online channels and championing new initiatives across the college in response

- Acting as the main point of contact on SEO, liaising weekly with our agency and each marketing executive;

- Developing a video strategy for the website and ensuring there is regular, fresh stream of new video content uploaded across our social pages and websites.

- Acting as the main point of contact for all new website initiatives – lead day-to-day marketing person working with web agency Iterate

- Developing one large social media initiative per quarter that engages our 16-19yrs target audience

This job description is not to be regarded as exclusive or exhaustive. Is it intended as an outline of proposed areas of activity and will be amended in the light of the changing environment within the Faculty and the College.

**Salary and Performance Related Pay**

All positions in Griffith College are offered in the first instance for eleven months.